

STAR BEACON

2014 Multimedia Advertising Rate Card

Serving these Counties in Ohio and Pennsylvania

- Ashtabula
- Lake
- Geauga
- Trumbull
- Crawford
- Erie

STAR BEACON
THURSDAY, JANUARY 3, 2013
WWW.STARBEACON.COM

INSIDE AREA

- Red Cross looking for Hometown Heroes' nominations
- Marijuana found in Geneva grocery store

HOOFFING IT TO CLASS

Sobrievive LA NOCHE

2013 Lance

4626 PARK AVENUE • P. O. BOX 2100 • ASHTABULA, OH 44005-2100 • (440) 998-2323 • FAX (440) 992-9655

RETAIL ADVERTISING

R.O.P. OPEN RATE... Daily \$25.71 Sunday \$28.07
ANNUAL DOLLAR INVESTMENT

	Daily	Sunday
\$1,500.....	\$20.87	\$22.94
\$4,000.....	\$20.53	\$22.59
\$7,500.....	\$20.36	\$22.35
\$15,000.....	\$19.93	\$21.96
\$22,500.....	\$19.70	\$21.70
\$30,000.....	\$19.27	\$21.26
\$40,000.....	\$18.93	\$20.92
\$55,000.....	\$18.48	\$20.46

*Rates are per column Inch. *Signed contract required.

COLOR RATES

R.O.P.

1 Color.....	\$145
2 Colors.....	\$245
3 Colors.....	\$305

By the inch

Full Color.....	\$7.50
One Color.....	\$5.00

Studies Show
That Color in Ads
Can Increase
Sales by

43%

PREPRINTED INSERT

- Minimum quantity charged for daily papers is 5,000.
- Signed Contract required for any rate over 12 times.

Preprint	Size	Full run	Zoned
1-12 Yearly	Card 4T-8T 10T-20T 20T Plus	\$40 \$50 \$55 \$65	\$50 \$60 \$65 \$75
13-26 Yearly	Card 4T-8T 10T-20T 22T Plus	\$38 \$48 \$53 \$63	\$48 \$58 \$63 \$73
27-51 Yearly	Card 4T-8T 10T-20T 22T Plus	\$36 \$46 \$51 \$61	\$46 \$56 \$61 \$71
52-60 Yearly	Card 4T-8T 10T-20T 22T Plus	\$34 \$44 \$49 \$59	\$44 \$54 \$59 \$69

DESIGN-PRINT-DISTRIBUTE Insert Program

Let us do it all for you. We will design, print & distribute your insert for you at one low price.
 All inserts are printed in full color, on **Glossy 70#** coated paper.
 Prices are per 1,000.

Quantities	1/2 Page 5.5" x 8.5"	Single sheet 8.5" x 11"	4 Page 11" x 17"
10,000 TO 19,000	\$60.60	\$68.60	\$88.60
20,000 TO 29,000	\$53.60	\$61.60	\$81.60
30,000 TO 49,000	\$53.60	\$57.60	\$77.60

PREMIUM FRONT PAGE ADVERTISING

TWO PREMIUM SPOTS
ON THE FRONT PAGE OF OUR DAILY PAPER

SKYBOX 3"x 2 1/4" full color ad placed in top right side corner of our front page.

OPEN	\$300	26wk	\$150
13week	\$190	52wk	\$100

FRONT PAGE STRIP 5 1/4"x 2" full color ad placed on the bottom of our front page.

OPEN	\$300	26wk	\$200
13week	\$250	52wk	\$125

SPECIAL SECTIONS

BRIDAL
 WINTERFEST
 CUPID
 SCHOLASTIC BOWL
 WINTER HEALTH
 HOMESHOW
 AACOC DIRECTORY
 MARCH MADNESS
 GARDEN/HOME PAGES
 CAR CARE PAGES
 PROM/GRAD PAGES
 GARDEN/HOME PAGES
 NURSES WEEK
 GENEVA MAP
 4 SEASONS OF FUN
 ADDA DIRECTORY
 SENIOR LIVING
 GARDEN/HOME PAGES
 HOW TO GUIDE
 MULTICULTURAL
 BUSINESS CARD DIRECTORY
 PROGRESS
 SCHOOL CALENDARS
 ASH COUNTY FAIR
 WINE AND WALLEYE
 HIGH SCHOOL FOOTBALL
 CONNEAUT COC DIRECTORY
 HEALTHWATCH
 GRAPE JAMBOREE
 CANCER AWARENESS
 MPACOC DIRECTORY
 COVERED BRIDGE FEST
 ELECTION 2013
 WOMEN IN BUSINESS
 HOLIDAY HAPPENNINGS
 LIGHTS ON THE LAKE
 THANKSGIVING WRAPPER
 HOLIDAY TV GUIDE
 GENEVA COC DIRECTORY
 XMAS COLORING BOOK

RUN DATES

Wednesday JAN 23
 Wednesday JAN 30
 FEB 6, 8, 10, 12
 Friday FEB 22
 Tuesday FEB 26
 Wednesday FEB 27
 Friday MAR 1
 MAR 21, 23, 25, 30 APR 1, 8
 Fridays APR 5,12,19, 26
 Saturdays APR 6,13, 20, 27
 Thursday APR 11
 Fridays MAY 3,10,17, 24, 31
 Monday MAY 6
 Wednesday MAY 22
 Thursday MAY 23
 Saturday MAY 25
 Monday MAY 27
 Fridays JUN 7,14,21,28
 Wednesday JUN 26
 Wednesday JUL 24
 Tuesday JUL 30
 Wednesday JUL 31
 Thursday AUG 1
 Fri AUG 2, Mon AUG 26
 Tuesday AUG 20
 Wednesday AUG 21
 Monday SEP 2
 Wednesday SEP 25
 Thursday SEP 26
 Tuesday OCT 1
 Wednesday OCT 2
 Wednesday OCT 9
 Tuesday OCT 29
 Thursday OCT 31
 Friday NOV 8
 Monday NOV 18
 Thursday NOV 21
 Friday NOV 29
 Monday DEC 2
 Monday DEC 2

TV WEEK

Complete network and cable listings, along with sports listings, movie listings and celebrity features are published in this easy to read booklet each Sunday. An invaluable guide, 7 days a week.

52 week \$10.00 pci • 26 week \$12.00 pci

All ads includes run in Monday or Tuesday Star Beacon, black & white, at no charge.

"FOR THE RECORD" LEGAL SECTION

Publishes every Sunday. Features an in-depth look into the legal system of Ashtabula County, criminal court cases, marriage license applications, divorce decrees and real estate transfers in Ashtabula, Lake and Geauga counties.

	OPEN	13wk	26wk	52wk
Per Column Inch.....	\$11.00	\$9.75	\$8.50	\$7.00
Front Strip	\$200	\$150	\$100	\$75

CLASSIFIED ADVERTISING

HOMESEAKER

The Homeseeker is a monthly tabloid that publishes the first Thursday of every month. This modular sized section features advertisements from local real estate companies as well as lenders, title companies and many other service

providers that can ease the transition into your new home. This tabloid is distributed in the Star Beacon and 80 high traffic locations in and around Ashtabula County. The Entire Section is put online at starbeacon.com for 30 days

	OPEN	6x	12x
1/8 pg.....	\$90	\$85	\$75
1/4 pg.....	\$170	\$155	\$135

	OPEN	6x	12x
1/2 pg.....	\$255	\$235	\$205
Full.....	\$460	\$415	\$365

MISCELLANEOUS:

AUTO RATES

	PER INCH	1/2 PG	FULL PG
\$20,000	\$15.95	\$12.75	\$10.20
\$30,000	\$15.20	\$12.15	\$9.70
\$40,000	\$14.45	\$11.60	\$9.25
\$50,000	\$12.05	\$9.65	\$7.70
\$60,000	\$11.20	\$8.95	\$7.20
\$70,000	\$10.65	\$8.55	\$6.85

*Signed contract required. No other discounts apply.

*Rates are per column inch

REAL ESTATE RATES

	3 Days Fri, Sat, & Sun	2 Days Fri, Sat or Sun
OPEN	\$12.70	\$16.30
13 Weeks	\$10.10	\$13.05
26 Weeks	\$9.05	\$11.75
52 Weeks	\$8.20	\$10.70

*Signed contract required. Minimum 7". Available to realtors & agents.

*Rates are per column inch

LINER CONTRACTS

3 months	\$2.24/line, Average 14 lines/week
6 months	\$2.09/line, Average 14 lines/week
Annual	\$1.96/line, Average 14 lines/week

* Signed contract required.

COMMERCIAL LINE RATES

The following apply to regular transient ads with a 2 line minimum. Rates are per line per day.

1-2 times.....	\$3.85/line
3-4 times.....	\$3.45/line
5-6 times.....	\$3.13/line
7 times.....	\$2.91/line
8th day.....	FREE

GARAGE SALE ADS - 5 lines for 4 days - \$26.25

\$1.63 each additional line. **PREPAYMENT REQUIRED.**

BLIND BOX

Picked up - \$16.00/mailed - \$19.00.

DEADLINES FOR LINER ADS

RUN DAY	DEADLINE
MONDAY.....	3:00 P.M. FRIDAY
TUESDAY.....	3:00 P.M. MONDAY
WEDNESDAY.....	3:00 P.M. TUESDAY
THURSDAY.....	3:00 P.M. WEDNESDAY
FRIDAY.....	3:00 P.M. THURSDAY
SATURDAY.....	3:00 P.M. FRIDAY
SUNDAY.....	3:00 P.M. FRIDAY

HELP WANTED ADS

Starting at \$99.00 for 2 lines per day and \$4.92 for any additional line after 2. Display Help Wanted \$42.05 per inch

*We are partnered with monster.com. Place a help wanted ad in the Star Beacon and receive an ad on Monster.com for 1 week. All Help wanted ads are placed online at www.starbeacon.com in our premium jobs listings.

FRONT PAGE READERS - \$22.58 per line

LEGALS

Ashtabula\$8.67 per inch

These legal rates apply only to the legal advertisements that are published in the classified section under the legal heading.

CALL•A•PRO ADVERTISING

Advertise your business or service in our Call•A•Pro Section.

PREPAYMENT REQUIRED.

All ads are 1 col wide by 1", 2", 3" or 4".

Prices are based upon a 1 month commitment.

1 col x 1" - \$219.19	1 col x 3" - \$395.46
1 col x 2" - \$309.08	1 col x 4" - \$570.49

(ask about 2-3 month discount pricing)

Border, bold words, larger point size and logos at no additional charge.

3 DAY SPECIAL - 3 days, 5 lines - \$16.00

7 DAY SPECIAL - 7 days, 5 lines - \$31.50

14 DAY SPECIAL - 14 days, 5 lines - \$41.50

Non-commercial. 23 spaces per line. \$1.63 each additional line.

NO REFUNDS OR MAJOR CHANGES. NO HELP WANTED OR RENTALS.

Notices, Birthdays, In Memoriams,
Card of Thanks - \$12.50 per inch.

90 DAY AD Sell Your Car, Truck, Motorcycle,
Snowmobile, Ski-Doo, Boat in our classifieds

\$50.00 includes 1 Photo, 10 lines.

(Private Party Only No Commercial)

RENTALS

3 days, 5 lines - \$36.75	5 days, 5 lines - \$47.25
8 days, 5 lines - \$63.00	

Additional lines \$1.63 each .

HOUSES

7 days, 5 lines - \$41.50	90 days, 10 lines - \$60.00
Additional lines \$1.63 each.	90 day Includes 1 photo.

CLASSIFIED BUSINESS BUILDER

1 inch/30 days.....	\$273/inch
2 inches/30 days.....	\$204.75/inch
1 inch/15 days.....	\$173.25/inch
2 inches/15 days.....	\$141.75/inch

* Must run the same ad for the entire 15 or 30 days. * 10" Maximum Size

MECHANICAL REQUIREMENTS

RETAIL DISPLAY / CLASSIFIED

Broadsheet 6 columns x 21"

1 column.....	1.569"
2 column.....	3.305"
3 column.....	5.041"
4 column.....	6.778"
5 column.....	8.514"
6 column.....	10.25"

Double Truck (13 columns) (22") x 21"

Double Truck (Tabloids 11 columns) (20.5") x 10.5" high
Tabloids 6 col x 10". Column widths same
as broadsheet widths.

ADVERTISING DEADLINES

PUBLICATION DAY.....	DEADLINE
Monday	THURSDAY 5 P.M.
Tuesday.....	THURSDAY 5 P.M.
Wednesday.....	FRIDAY 5 P.M.
Thursday.....	MONDAY 5 P.M.
Friday.....	TUESDAY 5 P.M.
Saturday.....	WEDNESDAY 5 P.M.
Sunday.....	WEDNESDAY 5 P.M.
Special Sections.....	14 days prior
TV Week.....	THURS. 10 days prior
Homeseeker.....	10 days PRIOR

ELECTRONIC TRANSMISSION OF PRINT READY ADVERTISING

- Email your ad as a PDF
Email your ad to: graphics@starbeacon.com
Attn: "Your Account Executive"
- All should be submitted as a PDF
(Save your PDF file with all fonts embedded and Adobe Acrobat 5 compatible.)
- Color must be CMYK or PROCESS only, NO PANTONE
- If you are emailing information and artwork for us to build your ad we accept text that is copy and pasted in to the email message, or attached as a simple text document, MS-Dos w/layout, textedit, or word document. Artwork can be a high resolution jpeg or eps.
- File should be sent attached to an e-mail message with the run date and your account executive's name to:
graphics@starbeacon.com
- We can not accommodate ads built in the many different design programs available. If you can not send a PDF please call ahead to make sure we can work with your program.
- We have a size limit on our email so if your files are very large in size please call and let us know so we can give you an alternative way to send your files.
- If you have any questions about this information, contact our Graphics Department at 440-998-2323 ext. 200.

GENERAL RATE POLICY

- A.** Cash with copy required unless credit has been established.
- B.** Advertiser agrees to indemnify and hold the Star Beacon harmless from any and all loss, damages incurred and costs sustained and caused by, or resulting from, any false, misleading or libelous statements made in any advertising placed by Advertiser.

COMMISSIONS & CASH DISCOUNTS:

- All local rates are non-commissionable.
- We do not accept agency placement fees.
- We do not offer cash discounts for prepaid advertisement.

CONTRACT AND COPY REGULATIONS

The Star Beacon reserves the right to revise or reject objectionable advertisements.

The Star Beacon will use every effort to see that all advertising copy is correctly printed and appears when requested. The publisher assumes no financial responsibility whatsoever for omissions or erroneous advertisements, but will either give credit or reprint at no cost that part of an advertisement in which the error occurs if it seriously alters the meaning or effect of the advertisement. On consecutive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day. The Star Beacon will not be responsible for errors in advertisements which are placed too late for proofs to be submitted or for errors due to late delivery of printing material from the advertiser or from a third party designated by the advertiser as a source for printing material.

All contract rates must have signed contracts. Contracts are not self-renewing and failure to meet signed agreements could result in a short rate.

Supplement Line:

- Indicia requirement - supplement and date lines are preferred but optional. Gang logos are acceptable.

Delivery:

- Inserts are to be scheduled 10 business days prior to publication.
- F.O.B. our dock, 240 Franklin St. S.E., Warren, OH 44483
- Inserts are to be delivered 5 business days prior to publication.
- Receiving hours are 8:00 a.m. to 4:30 p.m., Monday - Friday.
- Bill of Ladings are required with quantity of inserts delivered.

Skidding:

- Non-returnable skids having two runners with a clearance of 8" or standard pallets
- 5' height of skids
- Do not double deck skids
- Do not tie bundles
- Place cardboard between layers to prevent shifting
- Cover with a wooden hold-down top and steel or plastic bands 5 ways